



Focus on Safety

Vermont Strategic Highway Safety Plan

To: SHSP Core Group

Date: July 9, 2009

Prepared by: Bart Selle, VTrans Planning, Outreach & Community Affairs Division

Subject: **SHSP Core Group meeting July 9, 2009**

The SHSP Core Group met on July 9 at VTrans National Life. Attending were Amy Gamble, Skip Allen, Norm James, Carol Rose, Glen Button, John Flannigan, Roger Thompson, Jeannie Johnson, Kevin Marshia, Lindsay Townsend, Peter Otten, and Bart Selle

Next meetings: (We will meet on the second Thursday of every month from 9:00 to 11:00.)

- August 13, 9:00 – 11:00 in the 5th Floor Boardroom at National Life
- September 10, 9:00 – 11:00 in the 5th Floor Boardroom at National Life
- October 8, 9:00 – 11:00 in the 5th Floor Boardroom at National Life

Homework:

- **Skip Allen:** Issue the revised RFP next week to three marketing firms that responded to the Request for Information for a distracted driving campaign.
- **Glen Button:**
 - Check with BGS regarding installing equipment to show safety related messages.
 - Determine if the Sentencing Commission did their ignition interlock study.
 - Send motorcycle safety information to Norm James for his newsletter
- **Mario:** Work with Glen on specific ideas for safety messages to show at DMV.
- **All:** Review the notes from the UVM Transportation Research Center meeting (to be distributed) so we can discuss it at the August meeting.
- **Bart Selle:** Contact Core Group members about data and information to include in an update to the SHSP report.
- **Norm James:**
 - Check with DII regarding placing “buckle up” and other safety messages on the state web site.
 - What is the state policy on defensive driving courses?
- **Kevin Marshia:** Continue to work with VTC on a driver training facility.

Discussions:

- **Seat Belt Usage:** The recent survey shows an 85.5% seat belt usage rate. This is the third year consecutive year with a usage rate over 85%.

- Distracted Driving Survey:
 - Amy reported that the traffic counting staff is conducting the distracted driving survey during their shifts. Although not fully tabulated yet, it appears that cell phone usage is about 2%. She noted that the survey is at intersections and at trip generation sources such as shopping centers. This year, the traffic counters are at Federal Aid Urban highways.
- RFP for the distracted driving campaign:
 - The RFP should go out next week under the Youth Safety Council letterhead. Skip Allen noted that the RFP will tell the vendors that we do not have funding yet but are optimistic that we can raise it. It's important to be up-front with the vendors.
 - The RFP will ask for a response by August 14.
- Safety Messages in the DMV Waiting Room:
 - A DVD with audio is not an option in the DMV waiting room because of the proximity to the service counters. Closed captioning or a scrolling message board would be acceptable.
 - Contents might be safety messages, training messages on road rules, or messages from other agencies. It was noted that most agencies have messages for the public and might want time on a message board.
 - This concept could expand to places other than the DMV waiting room. The DMV enhanced driver license area, and rest areas were mentioned.
 - Next steps:
 - Glen will check with BGS regarding installing equipment.
 - Mario will work with Glen on specific ideas for content.
- UVM Transportation Research Center (TRC):
 - At 1:00, the UVM TRC is meeting with VTrans staff to discuss a research proposal to analyze crash data.
 - The TRC will analyze data with a special emphasis on distracted driving. They will focus on:
 - Keeping drivers alert and in vehicle distractions
 - Keeping vehicles on the roadway
 - Young drivers
 - The analysis will involve records from VTrans, DMV, DPS, and possibly more. It might also entail analyzing crash descriptions.
 - The results of the meeting will be distributed, and the TRC will review progress with the Core Group at our September 10 meeting.
- I95 Coalition Quick Clearance Workshop:
 - We are investigating holding Quick Clearance workshop in the morning of first day. (The SHSP workshop will start at 1:00 PM.)
 - The target audience will be law enforcement and emergency service providers. We discussed possible other audiences such as HR Directors from the private sector, and the towing association. No conclusions were reached. (There is a class size limitation.)

- Driver Training Site:
 - Kevin reviewed a meeting with the VTC facilities director to examine possible sites. VTC will provide additional information. Wetlands, storm water, and wellhead areas must be considered and could affect our ability to use the VTC site.
 - Lindsay Townsend reminded us that we must define the program. That determines the site requirements. We want the facility to be the right size – not too big or too small.
- Ignition interlocks:
 - The legislature charged the Sentencing Commission to conduct a study and issue a recommendation on ignition interlocks. We are not sure if they did their work. Glen will find out.
- Motorcycles:
 - Lt. Flannigan described the motorcycle helmet law that was updated this last session. It prohibits certain “novelty” helmets that provide little protection. (Of four motorcycle fatalities this year, two involved non-compliant helmets.
 - A motorcycle training facility has opened in Dummerston. The state now has 8 sites and 51 instructors.
 - Glen will send motorcycle safety information to Norm for his newsletter.
- Policies:
 - There is no state policy on cell phones; however, individual departments have developed own departmental policies. These should be clarified and consistent.
 - Defensive driving: We aren’t sure what the state policy is on defensive driving. Norm will investigate. Rob Gentile of VTrans Operations Division could probably meet with the Core Group regarding defensive driving courses at VTrans. (VTrans developed a course geared to transportation workers.)
- Breath analyzer testing vans (BATmobile):
 - Jeannie described the BATmobile vans that DPS is repositioning to sheriff departments. She is redecorating the vans to create a new look including safety messages.
- SHSP Progress Report:
 - The Core Group issued an update in June of 2008. We are due for another update. (The FHWA also requires a report to justify the federal funding.) Bart will contact members of the Core Group for information and data.
 - The original report from 2006 has goals to achieve by 2010. It’s time to report against those measures.